



**Junior
Achievement®**
of South Dakota, Inc.

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RECEIVED

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Federal Communications Commission
Office of the Secretary

Thank you for the opportunity to address the Federal Communications Committee regarding the good work of our television and radio media on behalf of the non-profit organizations in our community and, in particular, Junior Achievement. I am Carol Borchard, the Black Hills Manager for Junior Achievement of South Dakota, Inc. Junior Achievement has only been in this area four years, and it is important that we let the public know about who we are and what we do. The Public Service Announcements aired by both the radio and television stations have been a very valuable mechanism to do that.

Not only have radio and television stations been willing to air our corporate PSAs, Haugo Broadcasting and News Center 1 have produced unique PSAs specific to our efforts in Rapid City and our initiatives. Their doors have been open to hear the needs of our program, and they have been generous with their influence and resources. We appreciate the role they play to inform the community about programs, like Junior Achievement, that are available.

About Junior Achievement

Junior Achievement is the world's largest and fastest-growing organization dedicated to educating young people about business, economics and free enterprise. Through age-appropriate curricula, JA programs begin at the elementary school level, teaching children how they can impact the world around them as individuals, workers and consumers. JA programs continue through the middle and high school grades, preparing students for additional key economic and workforce issues they will face in the future. Today JA reaches more than four million students through 150 offices nationwide and another two million students in more than 100 countries worldwide. For more information, visit www.ja.org.

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